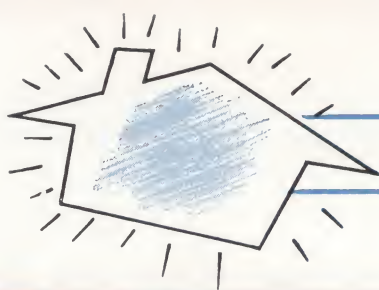


A PACKAGE OF
IDEAS
FOR YOUR NEW HOME



By the Makers of Armstrong's Building
Materials and Armstrong's Linoleum





WHAT



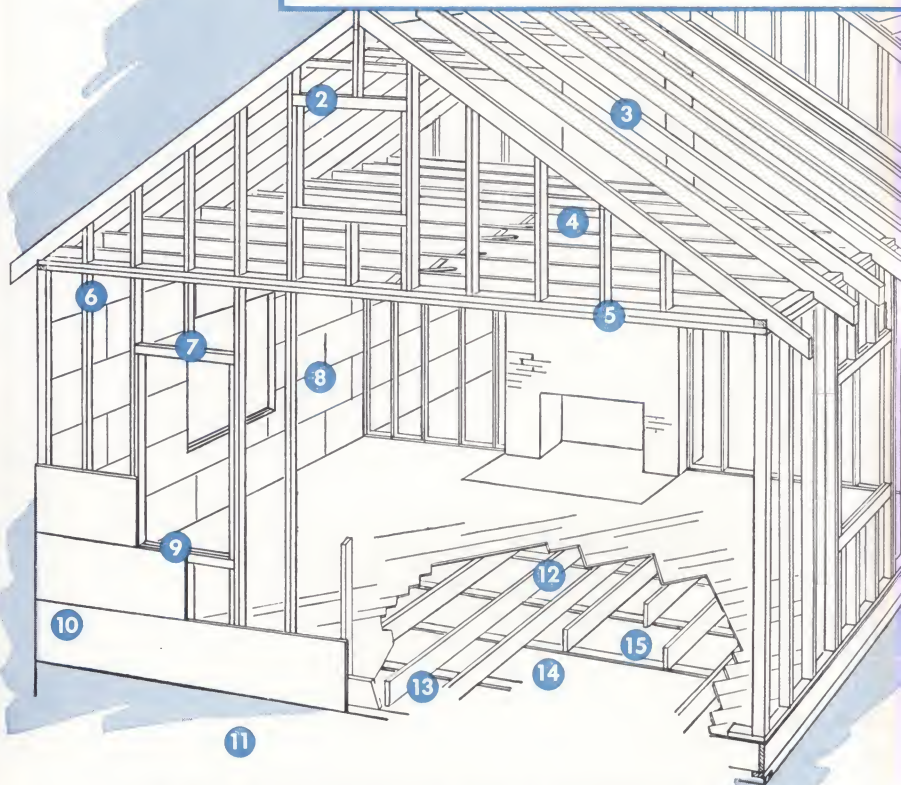
MAKES A NEW HOME COMFORTABLE?

If you're interested in building a new home, you probably do a good deal of "window shopping" in order to see how other houses are being built. While it may be more interesting to look at those that are nearly completed, it will pay you to study some of those houses that are in the early stages of construction. Here's why.

You just can't tell from the material on the outside, no matter how attractive it is, whether a house will be durable and comfortable to live in. Those values are determined by things you can't see when the house is finished. For instance, a sturdy house must have a solid foundation and a strong, well-built frame. This type of house also should have proper materials over that frame before the exterior finishing materials are put on. Those are the materials to look for and understand. They have a lot to do with how comfortable your house will be.

Many new materials and methods are available today to make homes more livable than was possible only a few years ago. In modern construction, many of the popular building materials do more than one job. For example, you can add both strength and insulation to a new house with a single material. You can also use a variety of interior finishing materials that build, decorate, and insulate, all at the same time. And there are other products that even give you the luxury of noise quieting. These new materials are installed quickly and easily. In addition, they offer you the important extra advantages of saving both on time and labor costs. That's why it will pay you to know about materials and ideas like those shown on the following pages. You'll find these ideas helpful when you plan the details of your new home.

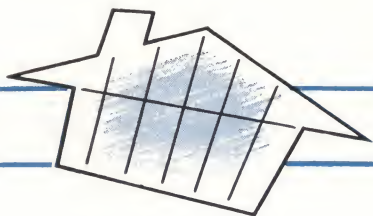
COMFORT IS APPLIED



HERE'S THE LANGUAGE YOUR BUILDER SPEAKS

- | | |
|-------------------|----------------------|
| (1) Ridge | (9) Sill (Window) |
| (2) Collar Beam | (10) Sheathing |
| (3) Rafter | (11) Foundation |
| (4) Ceiling Joist | (12) Floor Joist |
| (5) Plate | (13) Sill |
| (6) Stud | (14) Furring Strips |
| (7) Header | (15) Interior Finish |
| (8) Lath | |

TO THE FRAME



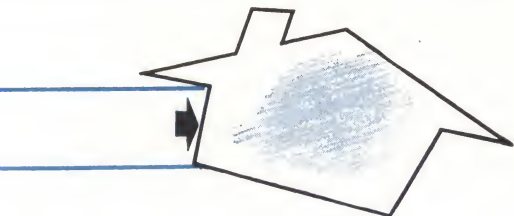
Most houses have a wooden frame similar to the one shown on the page opposite. Home design and exterior styling have changed over the years, but the frame of the house has remained basically the same. The walls and roof are attached to the frame, but the materials that go into their construction and the way they are applied determine to a great extent how comfortable your home will be.

The old traditional method of building walls was to nail wooden boards on the outside of the studding, cover the boards with building paper, and put the outside finishing material over that. Inside the frame, narrow strips of wooden lath were nailed over the entire wall and ceiling for a plaster base. Obviously, this system required many extra man-hours, and home construction was very slow. Insulation, which was rarely used at all, had to be added as a separate material. Some houses are still built in this manner, but it is considerably more expensive and much less weathertight than the new methods which utilize insulating materials as an integral part of the construction. These modern materials include insulating sheathing, insulating lath in large sheets, and new, flexible forms of insulating wool. Insulating sheathing and lath, which are known as rigid insulation, can add greatly to the structural strength of the building as well as to its insulation. They can be installed quickly and efficiently, reducing labor costs significantly. Because these modern insulating materials are so adaptable and have such a variety of applications, their installation involves little or no expensive waste. They are easy to saw or cut to shape, and because they are generally light to handle, the workmen are able to insulate large areas of the new house in a very short period of time.

COMFORT CAN BE APPLIED OUTSIDE

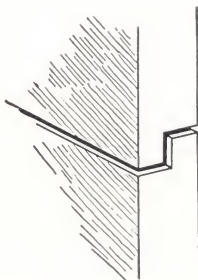
Insulating sheathing, applied to the outside of the studs, strengthens the structure and makes your house more comfortable all year 'round. This one material replaces the old combination of wooden sheathing and building paper. It adds greater bracing strength to the framework of the home and provides valuable insulation. Insulating sheathing is much faster to erect than wood sheathing and it eliminates much of the waste in cutting. Its insulating qualities reduce heat loss through the walls in winter by as much as 32 percent—assuring you of substantial savings on your fuel bill year after year.





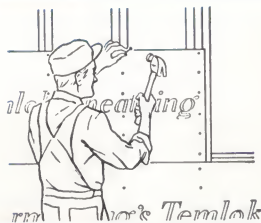
SAVES FUEL . . .

Armstrong's Temlok® Sheathing is good insulation. Shiplapped edges of the 2' x 8' size prevent drafts at the joints. It reduces your fuel bill.



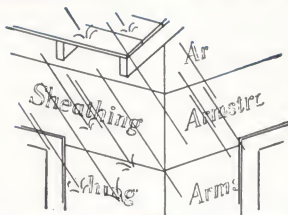
ADDS STRENGTH . . .

Temlok Sheathing greatly increases structural strength. Its bracing strength is far greater than that of horizontal wood sheathing in laboratory tests.



MOISTURE SEALED . . .

Temlok Sheathing is well protected against moisture. Asphalt, mixed right in with its wood fibers, gives each fiber an efficient waterproofing seal.



SAVES MONEY . . .

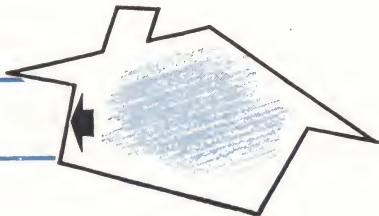
Big, easy-to-handle boards of Temlok Sheathing help cut costs. They are lightweight, cover large areas quickly, and save on labor and material.



COMFORT CAN BE APPLIED INSIDE

Use of insulating plaster lath inside your framing is a good way to get stronger, better insulated walls. Big, handy boards of Armstrong's Temlok Lath are nailed directly over the studs, and plaster is applied to its surface. Plaster bonds firmly to the fibrous surface of Temlok. Temlok Lath absorbs little moisture—about 5% by volume. This high resistance permits plaster to dry slowly, greatly reducing the danger of checks and cracks. Temlok Lath's insulating value makes it possible to keep rooms such as living rooms and bedrooms at different temperatures without undue heat loss between them.





SAVES FUEL . . .

Temlok Lath is made of wood fibers formed into a rigid board. The fibers form still air spaces that resist heat flow. That means real fuel economy.



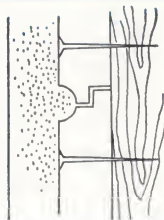
GOOD PLASTER BASE . . .

Temlok Lath provides a plaster base much stronger than required by U. S. Commercial Standards. This strong bond is insurance against loose plaster.



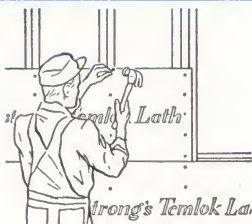
REDUCES CRACKING . . .

Temlok Lath permits plaster to dry slowly, thus minimizing cracking. Its scoop-bevel joint provides additional plaster where you need it most.



RAPID INSTALLATION . . .

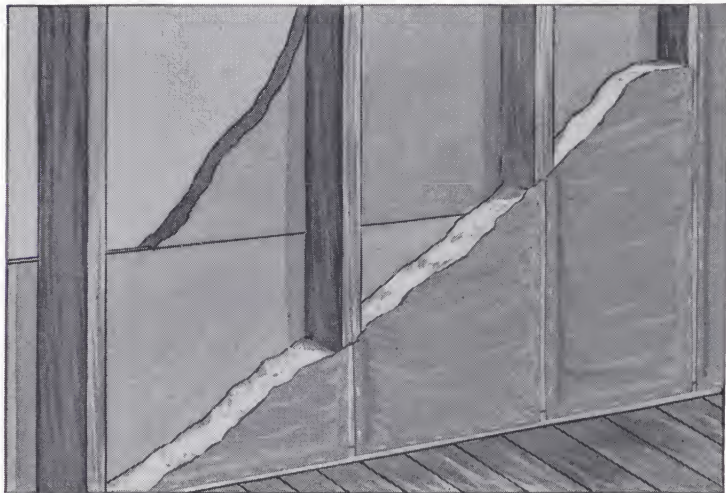
Handy size boards (18" x 48") speed installation, saving you time and money. Temlok Lath is shipped on the two long edges to insure strength.



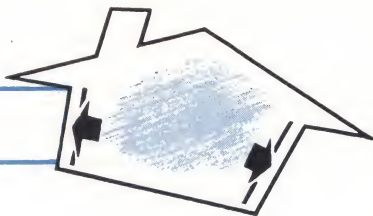
COMFORT CAN BE APPLIED WITHIN

With Armstrong's Insulating Wool, you can insulate inside the walls of your home. A wise measure in any climate, this kind of insulation is a "must" where winters are severe. A properly insulated home can save you up to 40% on winter fuel bills. In summer, Insulating Wool keeps the heat out and makes your home cooler and more livable. Armstrong's Insulating Wool is made of Fiberglas*—tiny filaments of real glass. The vapor-seal paper on this material keeps out moist air, and the glass fibers themselves, of course, are moistureproof. Since Fiberglas will not burn, this insulation acts as a fire-stop, helping to prevent the free passage of flame in the area between the studs. Its springy fibers won't pack down, leaving gaps or uninsulated spaces. It saves you construction dollars because it's lightweight, easy to handle, and quickly installed.

* OCF Corp.

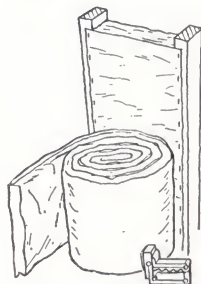


THE WALLS



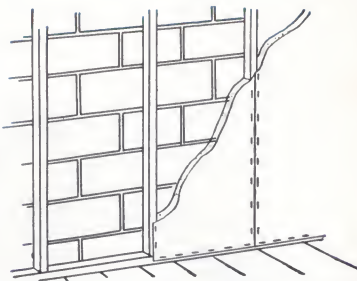
WOOD FRAME CONSTRUCTION

When it's stapled between the studs, Armstrong's Insulating Wool wraps the house in comfort. It's most easily installed in Roll Blanket form. Each edge of the vapor-seal paper forms a handy nailing flange.



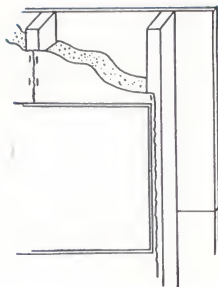
SOLID MASONRY CONSTRUCTION

Masonry walls don't sweat when treated with Insulating Wool. The insulation is tacked to wood furring strips applied to the walls. A plaster base, like Temlok Lath, is then nailed to these furring strips.



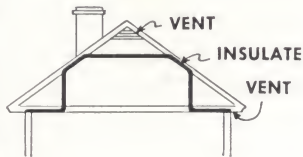
MULTIPLE INSULATION

Armstrong's Insulating Wool, stapled to the studs between Temlok Sheathing and Temlok Lath, offers you maximum possible strength and insulation. In this combination, Insulating Wool does most of the insulation job.

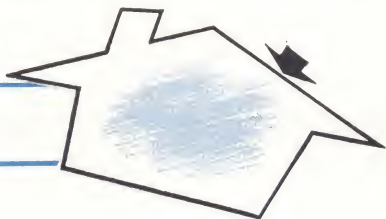


COMFORT CAN BE APPLIED ON TOP

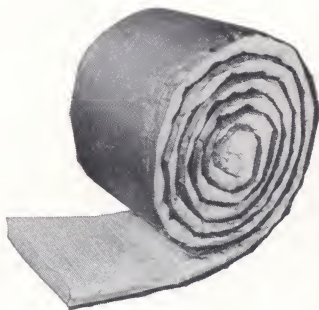
Have you ever noticed how fast snow melts on some of the houses on your street? If you looked in those attics, you'd quickly see why—no insulation. Since heat rises, the attic is the crucial point in your insulation problem. If the attic isn't insulated, the heat escapes instead of keeping the house warm. In summer, the uninsulated attic becomes unbearably warm. In winter, it results in wasted fuel. Its variety of forms makes Armstrong's Insulating Wool ideal for attic insulation. If you plan to use a room in the attic, you can staple Insulating Wool into the walls and ceiling. If the attic is unused, Insulating Wool can be applied between the floor joists. This insulation can be placed in tight corners and packed around pipes. Opposite are five forms of Armstrong's Insulating Wool.



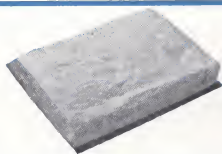
In an unused attic, Armstrong's Insulating Wool is laid between the floor joists, "breather" side up. If an attic room is planned, (at top) the walls and ceilings should be completely insulated. Enough vents should be provided outside the room walls to permit the escape of moist inside air.



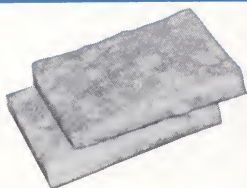
Roll Blanket, 15", 19", or 23" wide, fits standard framing. It's enclosed with vaporproof paper for warm side, breather paper for cold side.



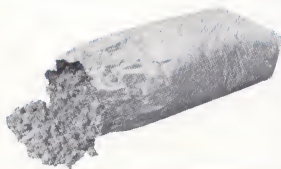
Batt Blanket, made like the Roll Blanket, is cut to handy 24" and 48" lengths. It's ideal for areas where ease of handling is important.



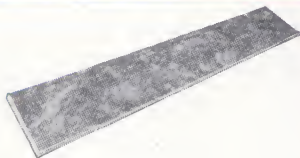
Utility Batts, 15" x 11", are practical for irregular and hard-to-reach corners. Vapor barrier may be added separately on warm side.



Pouring Wool is frequently used to insulate attic floors and the spaces around pipes and framing where openings are extremely small.



Floor Slab Edge Insulation, from 12" x 48" to 24" x 60", is used around the perimeter of the concrete floor slab in basementless houses.

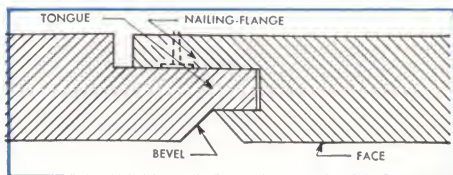


WALLS AND CEILINGS THAT DECORATE

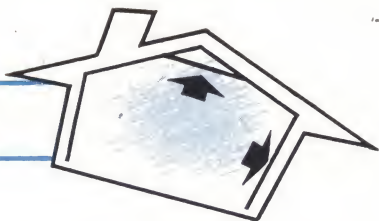
Armstrong's Temlok Interior Finish offers a practical interior wall surface that gives you beauty, economy, and maximum comfort. It's made in "tile" and "plank" shapes with beveled edges, and in large size "boards." The new Suntan Blend coloring of Temlok Plank offers you a random effect of subtle wood-like shadings and forms a perfect background for almost any decorative scheme you may choose. All forms of Temlok Interior Finish are beautifully finished at the factory in soft, light colors that are ironed on smoothly.

The efficient insulating quality of Temlok Interior Finish makes it ideal to use if you want extra living space in the attic, where rooms are often too hot and stuffy. And in cold weather Temlok walls and ceilings will help keep your attic rooms at a comfortable temperature.

Best of all, Armstrong's Temlok Interior Finish is inexpensive, and it is easily and quickly installed. If you plan to leave the attic unfinished temporarily, you can save money later on by installing Armstrong's Temlok yourself. Temlok is nailed or stapled to wood "furring" strips on the studs or joists. The secret of this quick installation lies in Armstrong's new Lok-Bevel Joint, diagrammed below. This new type joint makes for tighter construction, too. There will be no gaps at the joints in case temperature changes or normal "settlement" of the house should cause expansion or contraction.



NSULATE



USE BASEMENT SPACE FOR A FAMILY

Finishing basement rooms is both easy and practical when you use Armstrong's Temlok Interior Finish.

Because it provides excellent insulation, Armstrong's Temlok can make any ordinary basement into a comfortable additional room. Armstrong's Temlok Plank or Insulation Board can be installed against masonry walls by nailing or stapling directly to a light framework of wood furring strips. Many people, who postpone completion of their basement playrooms, ask the builder to frame in the section of the basement they intend to use. Then, at some future time, they install interior finish and complete the room themselves, thus saving labor costs.

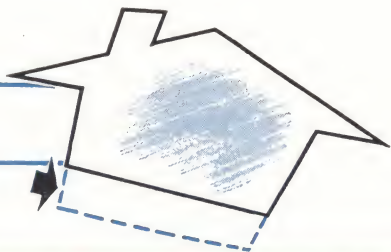
Basement dampness, in many cases, is caused by condensation—warm inside air meeting the cold masonry walls. Whatever its cause, moist air in basements can often be carried off by proper ventilation. To permit free circulation of air behind Temlok Interior Finish, ventilating louvers may be installed



along the top and bottom of the walls. In basements where the moisture problem is severe in summer—the use of a dehumidifying unit is an effective way to make the damp basement comfortable. In any case, dampness should not pose an obstacle to your use of the basement.

You can repaint Temlok Interior Finish to suit any interior styling. You simply seal its surface with wall filler and apply the color you've chosen.

PLAY CENTER



WORK-SAVING WALLS FOR THE WORK

Your new kitchen should be as bright and pleasant a place as possible and, at the same time, easy to care for. Sparkling walls of Armstrong's M-67* Monowall® add to your pleasure every minute you spend in the kitchen because they're so bright and colorful—so easy to keep clean. Armstrong's Monowall, with its mirror-smooth surface, can be wiped clean with a damp cloth or washed with mild soap and water. You don't have to worry about spilling food or liquids on Monowall. The tough M-67 plastic finish can't chip, crack, or peel and since it doesn't stain or fade easily, Monowall's bright colors last for years. It is available in a wide choice of up-to-date colors that make it easy to plan an attractive decorative scheme.

Monowall comes in three attractive stylings—tile, streamline, and plain. Using one, two, or all three designs, you may work out a variety of interesting decorative schemes. For example, the tile pattern might be installed around the range or sink area with either plain or streamline Monowall on the other walls. Different stylings can also be used in combination on the same wall.



Metal trim channels, installed at the corners and joints between the Monowall panels, add a bright trim to the wall. When Monowall is installed on the lower walls only, hardboard cap moldings, finished in black, may be applied as an attractive touch. Similarly, hardboard base molding is often used as trim along the floor.

* T.M. Reg. applied for.

CENTER



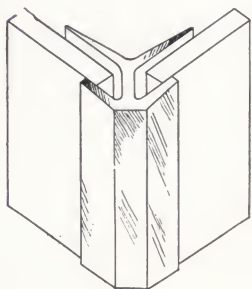
EASY-TO-CLEAN WALLS IN THE

Your bathroom will probably get as much hard usage as any room in the house. Walls and ceilings are subjected to splashing water, steam, spilled liquids, and frequent cleaning. Armstrong's M-67 Monowall is an ideal surface to withstand this kind of treatment. It is resistant to almost any kind of stain and has a brilliant surface that's as easy to wipe clean as the bathroom mirror or the surface of a porcelain sink.

Armstrong's Monowall is a hardened wood-fiber board with a new plastic finish, called "M-67." This amazing new finish—far superior to ordinary paints, lacquers, and enamels—is an improvement that means many more years of wear than ever before. It gives Monowall gloss, beauty, and durability. No other material of this kind has Monowall's M-67 plastic finish.

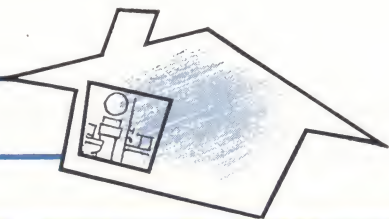
Monowall comes in big panels with attractive metal channels to provide a modern treatment at corners and joints. Additional protection is insured around the bathtub by a special metal channel. Danger of water seepage and leaking is greatly lessened with Monowall because of the special waterproofing procedure followed during its installation.

In a new home, you don't have to finish bathroom walls before installing Monowall. Ordinary gypsum lath is nailed to the studs and the Monowall is cemented directly to that.

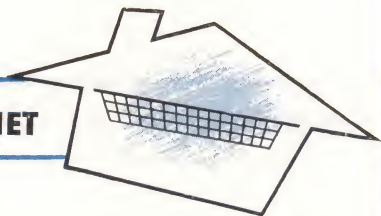


If you desire to do some of the work yourself, you'll find Monowall easy to install. An illustrated booklet, available from your lumber dealer, explains the procedure thoroughly, step by step.

BATHROOM

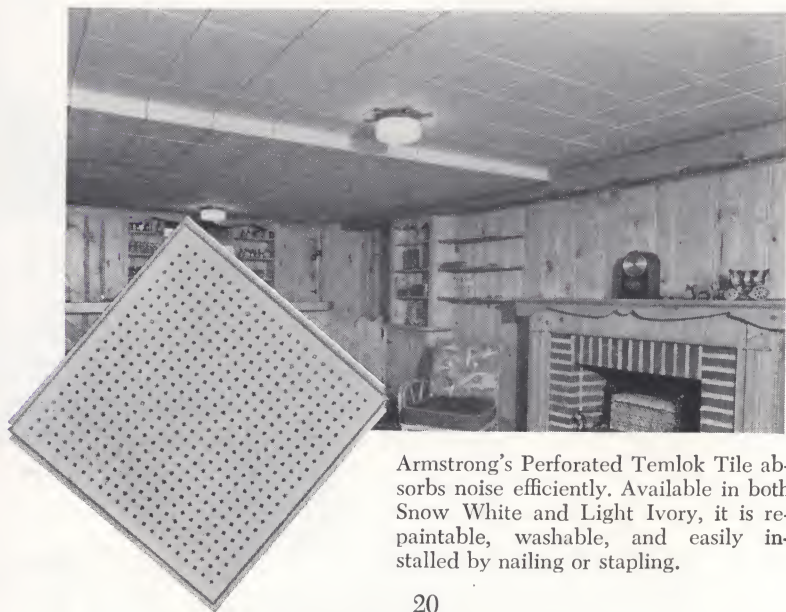


NOW YOU CAN ADD QUIET



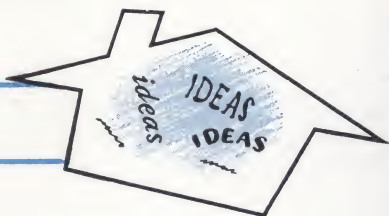
Quiet should be a consideration in the planning of your new home. There are almost sure to be several rooms, hallways, and other areas that will present noise problems. Armstrong's Perforated Temlok Tile, a fiberboard acoustical material, absorbs much of the noise in these areas and gives the entire home a more restful atmosphere.

Armstrong's Perforated Temlok Tile, with the same Lok-Bevel Joint as Temlok Tile and Plank (see page 12), is very easily installed. The tiles are simply stapled or nailed to a light framework of 1" x 3" wood furring strips. In addition to its noise-quieting value, Armstrong's Perforated Temlok Tile supplies extra insulation to the rooms in your home.

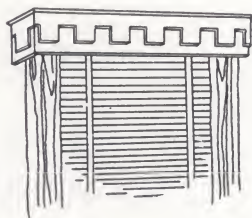
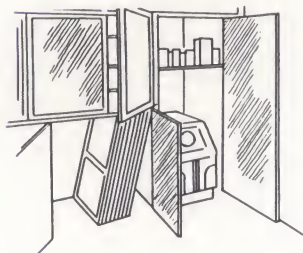
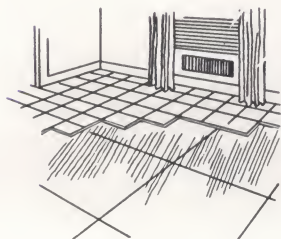


Armstrong's Perforated Temlok Tile absorbs noise efficiently. Available in both Snow White and Light Ivory, it is repaintable, washable, and easily installed by nailing or stapling.

OTHER IDEAS



Many of the ideas that will make your home more comfortable and more convenient are readily built in with Armstrong's Hardboards. For such features as paneling, extra closets, cupboards, partitions, and wainscots, Armstrong's Hardboards are ideal. These large thin sheets made of pressed wood-fiber composition won't chip, crack, or splinter. Armstrong's Hardboards can be shaped like lumber and finished with stain, varnish, paint, or wax. They come in a variety of finishes.





FREE HOME DECORATING ADVICE—ideas for color, fabrics, and trim to be used in combination with Armstrong's Building Materials are yours for the asking. You simply fill out a request form, available from your lumber dealer, and mail it to the Armstrong Cork Company. Armstrong's professional decorators send you a complete color scheme.

ARMSTRONG CORK COMPANY

Building Materials Division



Lancaster, Pennsylvania

JAMES I. DeHAVEN

66 KELLER AVE. - LANCASTER, PA.

PHONE 2-3777

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